



# The Society of Broadcast Engineers

**Fox Valley Wisconsin SBE Chapter 80**  
**PO Box 1519**  
**Appleton, WI 54912-1519**

**January 2015**

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Our next SBE Chapter 80 meeting will be Tuesday January 20th at the Out-O-Town Club in Kaukauna at noon. Our Speaker will be Harvey Arnold of Sinclair Broadcasting

## Chairman's Corner

Hello everyone, I hope that you have had nice holidays. Our next meeting is at 12 noon on Tuesday, January 20<sup>th</sup> 2015 at the Out O' Town Club in Kaukauna. We will be welcoming Mr. Harvey Arnold, Vice President of engineering at Sinclair Broadcasting and alumnus of UWGB. He will be commenting on the FCC TV channel re-pack and other interesting broadcast engineering facets.

We are deeply saddened by the passing of Elmo Reed on December 31, 2014. He was a true gentleman and broadcasting pioneer who many of us have known for over 50 years. Please see more on Elmo's history elsewhere in this newsletter and on our website.

Our last meeting was our Annual Holiday party on December 16 at the Out O' Town club where we had a great time and excellent food as always.

Please visit our Chapter 80 website [www.sbe80.org](http://www.sbe80.org) for more items of regional interest.

Regards,  
Steve Konopka

## Upcoming programs

January 20 - Harvey Arnold, Sinclair Broadcast Group

February 17 - Tour of the Kaukauna Hydroelectric Plant

## Certification Application Deadlines Approaching

2015 EXAM SESSION	APPLICATION DEADLINE
February 6-16	December 31, 2014
June 5-15	April, 10, 2015
August 7-17	June 5, 2015
November 6-16	October 2, 2015

If you have any questions contact the Certification Director, [Megan Clappe](#).

Click [HERE](#) for the certification applications. If you have any questions contact the Certification Director, [Megan Clappe](#).

## CHAPTER 80 ELECTED AND APPOINTED OFFICERS 2011-2012

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### **sbe.org forwarding addresses available to members**

Beginning in February of 2015, members of the SBE will be able to request a "sbe.org" domain email forwarding address for their own use. The address format will be "first initial, last name @ sbe.org". Messages to the member's sbe.org address will be forwarded automatically to the member's primary email box of their choosing.

The sbe.org forwarding address is available only to members of the SBE and is free. Requests for a sbe.org address will be made at renewal time in February. SBE Life Members will receive a letter this winter that will include information on how to request a sbe.org address.

Show your pride of membership by using a sbe.org email address in 2015!

### **Registration now open for SBE Leadership Development Course**

This three-day event challenges you to refine your leadership skills as you better understand and improve how you interact with others. Designed to take technically-adept people and instill in them sound leadership, supervisory and management skills, the SBE Leadership Development Course is equally beneficial for those who are already in management and for those without prior management or supervisory experience.

Led by Purdue University professor, Rodney Vandever, the course takes place August 4-6, 2015 in Atlanta, Ga. [More information](#) is available at the SBE website.

# Elmo Reed 1917-2014

Elmo Reed passed away this past Wednesday, December 31, 2014.

## Obituary

On December 31st 2014, the broadcast engineering community lost a pioneer, a mentor, a friend and all around great guy when Elmo W. Reed passed away.

Elmo is probably best known locally as the long-time Director of Engineering of the Post Corporation and WLUK TV 11. He will truly be missed by all in the broadcast engineering community. I could not begin to do justice to all of his experiences and contributions, but will try to mention a few. Elmo was born in 1917 near Mineral Point, WI and grew up on a farm near Eldora, IA and in Freeport, Illinois. He entered the RCA Institute in Chicago and graduated in 1936. He then took the exam for the FCC First Class Radio Telephone license – which at that time he spent 4 days completing and turned in 35 handwritten pages! (Of course he passed with flying colors!)



Soon after this he obtained a job as an engineer at WROK in Rockford, Illinois. He was working there when World War II broke out, so he joined the Army. While in the service he attended radar school and was a key player in developing and implementing what was then a cutting edge technology that helped the Allies win that conflict. After the war when he returned home, he and June were married and they moved to Green Bay. Elmo was now the Chief Engineer at WJPG AM 1440. Elmo did pioneering work in FM broadcasting at WJPG, but was ahead of his time and WJPG FM was turned off like many other early FM stations.

When the Post Corporation split from the Press Gazette and WJPG, Elmo stayed with Post Corporation and became chief engineer at WEAU TV in Eau Claire. A long career at Post Corporation followed, with Elmo taking on many different technical leadership roles and doing many significant and interesting projects. He retired from Post Corporation as the Director of Engineering in 1984.

My favorite story about Elmo took place in 1992, about 8 years after his retirement. I was working on my first major rebuild of a complicated AM directional antenna system and put the word out that I was interested in hiring a number of engineers to help me in their spare time. Elmo answered the call and I was delighted. I looked forward to learning from his superior experience on the subject. When it came time to do the “walk outs”, who was first in line but Elmo Reed! Now I need to explain to some of you – “walk outs” are a series of field measurements done by a two man crew carrying heavy test equipment and a measuring chain and walking for miles through all sorts of terrain and obstacles. This was strenuous work and something I was not looking forward to as a 35 year old broadcast engineer in reasonably good shape. So I was uncomfortable when Elmo volunteered – after all, he was in his 70s at the time! So I manipulated things so that I would be teamed with Elmo and quietly whispered to the consultant – “we won’t be out long – so don’t expect much from us”. Then off we went.

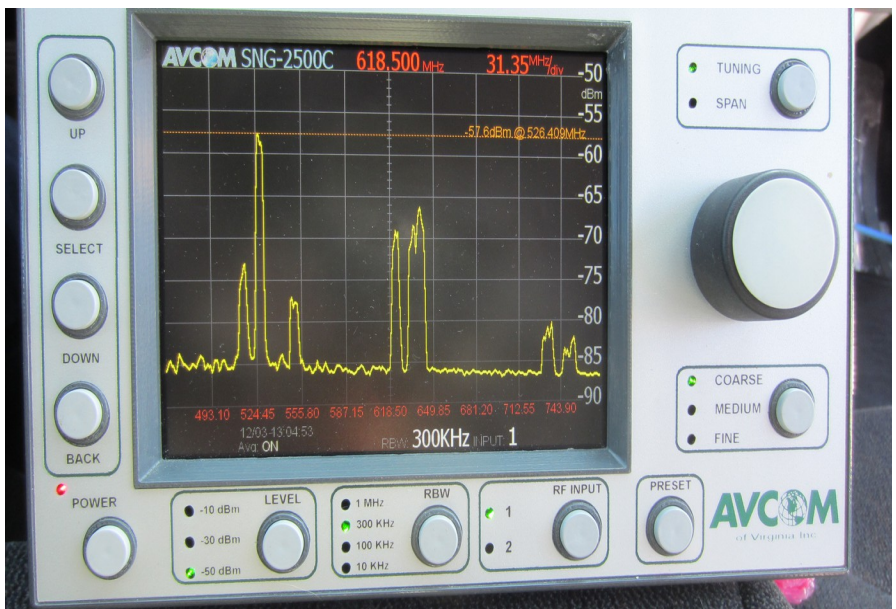
Well I was certainly taken to school that day – it was all I could do to KEEP UP with Elmo! I found myself winded and falling behind. Just when I thought I had seen it all, we came up to a 6 foot chain link fence protecting some property where the radial needed to be measured. I was starting to mark the field sheet as “not accessible” when Elmo yelled “What are you waiting for!” and clambered over the fence! I had no choice but to follow. An hour or so later, we were the first team back to the transmitter with a full field sheet. And then we went out again.

Elmo was a true inspiration to me and my career and to many others I am sure. He always made time to share and teach with those of us less experienced. I am truly grateful for having known him and receiving his mentoring and friendship.

Steve Brown, SBE Chapter 80, Fox Valley WI

## Picture of the Month

Digital TV stations in NE Wisconsin occupy the range of channel 11 through channel 42. The government plans to auction channels above channel 37 and repack those stations in the remaining spectrum. Pictured RF channel 21, 23, 27, 39, 41 and 42



## Chief Operator webinar set for January 2015

The first SBE webinar for 2015, "[Chief Operator Responsibilities: What should I be doing?](#)" will be held live on Thursday, January 15, from 2 to 3:30 p.m. ET. The licensee of each AM, FM, TV or Class A TV broadcast station must designate a person to serve as the station's chief operator (FCC Rules 73.1870). This training covers the responsibilities of the Designated Chief Operator and the duties necessary to fulfill this position.

Many Chief operators come to the position with limited technical background; others are proficient with the technical aspects but are unfamiliar with all of the requirements. The webinar will explain the duties performed by each station's Chief Operator. Topics will include:

The station's designation - who is qualified to fill this position

Administrative responsibilities: station logs, EAS logs, official station records

Technical responsibilities: is the station operating by the rules?

Accuracy responsibilities: do the records accurately reflect what happened?

Communication requirements: who does the Chief Operator report to?

Authentication requirements: Authenticate the station's records - your name is on the line

Sample templates of required documents will be provided

Presenting the webinar is Dennis Baldrige, CPBE, 8-VSB, AMD, DRB, CBNT, Senior Member of the SBE, who has worked in broadcasting for over 30 years. Owner of Baldrige Communications, LLC, Baldrige provides contract engineering services to broadcast stations in the Upper Midwest.

The cost to attend is \$49 for SBE members and \$80 for non-members. [Register on-line](#) or for [more information](#), visit the SBE website.



## Check out these SBE webinars, coming up in February

### HD Radio Advancement and Trends

Alan Jurison, CSRE, AMD, DRB will discuss some of the newest HD Radio features (Artist Experience, Data Services via HD) and implementation of HD Radio in the automotive space, in a special SBE webinar, Wednesday, Feb. 4 from 2 to 3 pm ET. Jurison is a senior operations engineer for the corporate Engineering and Systems Integration group of iHeart Media.



The webinar is being made available **free to members of the SBE** through financial support from SBE Sustaining Member, [iBiquity](#).

Most automotive manufacturers are including HD Radio in their latest vehicles. Jurison will discuss the receivers that are already supporting this technology to give background on what support is out there, and what is on the horizon. This presentation will include an overview (high level discussion) for non-engineering managers and a brief lower-level technical discussion for engineers as well.

Pre-registration is required. To [register](#), visit to the SBE website.

### *Also coming up in February*

#### [ATSC 3.0](#)

### **ATSC 3.0 SBE webinar to be led by Richard Chernock**

ATSC 3.0 is a suite of new standards and practices for the next generation of broadcast television - a system that will provide even more services to viewers, but will also require a clean break from the technologies of earlier-generation DTV systems.

Dr. Richard Chernock, chief science officer at Triveni Digital, will present an SBE webinar about ATSC 3.0 on Thursday, February 19 at 2 pm ET. The presentation will provide an overview of the status of the ATSC 3.0 activity from a technical point of view as well as the anticipated time schedule.

The system requirements include a call for a flexible and more efficient physical layer, mobility, Ultra-High Definition (UHD) images, new solutions for audio, incorporation of new user technologies such as second screen, and incorporation of broadband connectivity. ATSC 3.0 represents a cooperative effort between all segments of the industry and many parts of the world.

Dr. Chernock is active in ATSC standards committees, particularly in the areas of future DTV, monitoring, metadata, and data broadcast. He is chairman of the ATSC Technology Group on ATSC 3.0 (TG3) and chairs the AHG on service delivery and synchronization for ATSC 3.0. He was previously chairman of the ATSC Technology and Standards Group (TG1).

In his role with Triveni Digital, Dr. Chernock is developing strategic directions for monitoring, content distribution and metadata management for emerging digital television systems and infrastructures. Previously, he was a research staff member at IBM Research, investigating digital broadcast technologies.

Cost for the webinar is \$49 for members of the SBE. The fee for non-members is \$80. [Registration may be made online](#) or by calling the SBE national office at 317-846-9000.

Completion of this webinar qualifies for one credit, identified under Category I of the Recertification Schedule for SBE Certifications.

## Discounted NAB Show registration rate available to SBE members



The 2015 NAB Show in Las Vegas is not far off. The annual event, the largest media industry event in the world, runs April 11 through the 16. Members of the SBE who do not have the NAB member rate available to them may register for the event at a \$100 discount off the non-NAB member rate. Use the special discount code, SD02. You can also go directly to the [NAB Show registration page](#) and the code is already embedded in the link. The code is good for \$100 off Flex or SMART pass non-member registration, or a free Expo-Only registration. After March 27, 2015, the NAB will include a processing fee of \$25 with all registrations that use the discount code.

## WPR's 2015 EAS Schedule

DAY	DATE	TIME	COMMENT.....
W	7 Jan	0850	Routine Monthly Test initiated by NOAA
R	15 Jan	1259	
M	19 Jan	1459	
T	27 Jan	1059	
W	4 Feb	2350	Routine Monthly Test initiated by WEM
R	12 Feb	1459	
M	16 Feb	1059	
M	23 Feb	1259	
W	4 Mar	0850	Routine Monthly Test initiated by NOAA
R	12 Mar	1059	
M	16 Mar	1459	
T	24 Mar	1259	
W	1 Apr	2350	Routine Monthly Test initiated by ECB
R	9 Apr	1259	
M	13 Apr	1459	
T	21 Apr	1259	
M	27 Apr	1059	
W	6 May	0850	Routine Monthly Test initiated by NOAA
R	14 May	1059	
M	18 May	1259	
T	26 May	1459	
W	3 Jun	2350	Routine Monthly Test initiated by WEM
R	11 Jun	1459	
M	15 Jun	1259	
T	23 Jun	1059	

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